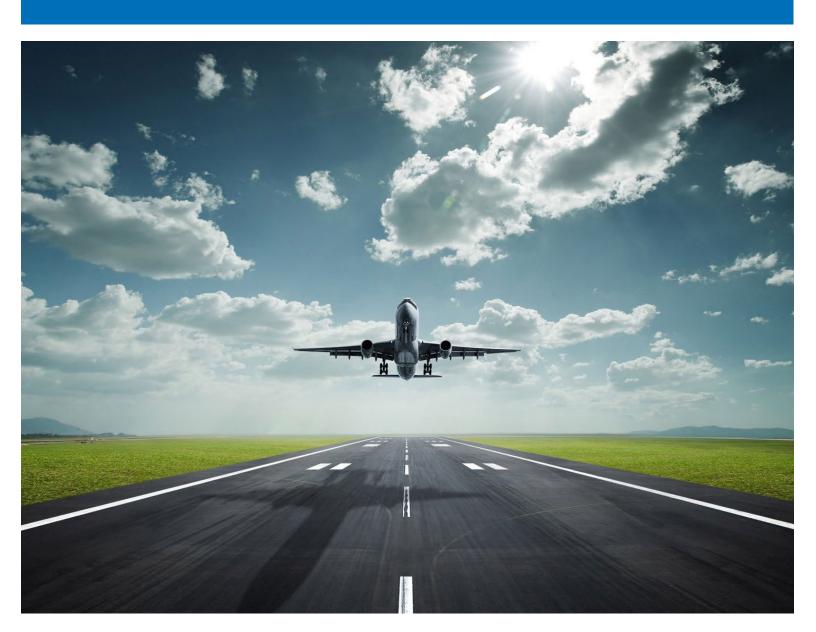


National Travel and Tourism Office

2014 Market Profile: Chile



Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	123	131	127	147	171	188	212	249	125
Percentage Change (%)	12	6	-3	16	17	9	13	17	102

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Exports ¹	\$590	\$590	\$604	\$729	\$914	\$979	\$1,130	-	-
Travel (all purposes including education)	\$483	\$465	\$478	\$568	\$702	\$747	\$868	-	-
Of which: Education Related	\$43	\$49	\$55	\$60	\$66	\$69	\$75	-	-
Of which: Other Business/ Personal Travel	\$425	\$398	\$404	\$489	\$618	\$659	\$775	-	-
Passenger Air Transportation	\$107	\$125	\$126	\$161	\$212	\$232	\$262	-	-
Change (%) in Total Exports	44	0	2	21	25	7	15	-	-

⁽¹⁾ International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.

For more information, please visit: http://travel.trade.gov/pdf/restructuring-travel.pdf

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Airlines	57	52	-4.5
Personal Recommendation	35	35	0.4
Online Travel Agency	21	30	9.2
National/State/City Travel Office	25	24	-1.1
Travel Agency Office	10	14	3.8
Tour Operator/Travel Club	5	10	5.3
Travel Guides	4	10	6.0
Corporate Travel Dept.	7	9	2.4
Other	3	5	1.3

 $^{^{(}p)}$ Preliminary estimates will be available in October 2015.

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	66	65	-1.9
Visit Friends/Relatives	12	11	-0.2
Convention/Conference/Trade Show	5	11	5.7
Business	9	8	-0.7
Education	7	3	-3.7
Health Treatment	0	0	0.4
Religion/Pilgrimages	0	0	0.0
Other	1	2	0.3

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	76	78	2.5
Visit Friends/Relatives	27	29	1.7
Convention/Conference/Trade Show	8	13	5.6
Business	12	13	1.8
Education	9	6	-2.8
Health Treatment	0	0.6	0.2
Religion/Pilgrimages	0	0	0.1
Other	2	2	0.0
NET PURPOSES OF TRIP:			
Leisure & VFR	84	84	0.9
Business & Convention	18	23	5.3

2014 Market Profile: Chile

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	97	95	-1.9
Sightseeing	77	78	0.2
Experience Fine Dining	58	56	-1.6
Amusement/Theme Parks	42	46	3.5
Art Gallery/Museum	33	35	2.4
National Parks/Monuments	29	35	6.0
Cultural / Ethnic Heritage Sites	22	27	4.9
Small Towns/Countryside	18	25	6.5
Guided Tours	20	23	3.1
Historical Locations	26	23	-3.3
Nightclubbing/Dancing	22	22	0.5
Concert/Play/Musical	18	20	2.0
Sporting Event	10	11	0.4
Water Sports	6	6	0.2
Casinos/Gamble	9	6	-3.5
American Indian Communities	3	5	2.1
Camping/Hiking	1	4	2.8
Environ./Eco. Excursions	3	3	0.3
Golfing/Tennis	3	3	0.3
Snow Sports	3	2	-0.7
Hunting/Fishing	0	0	-0.1
Other	2	1	-0.2



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Rented Auto	50	43	-7.1
Air Travel between U.S. Cities	38	36	-1.6
Auto, Private or Company	30	33	3.3
Taxicab/Limousine	26	31	4.7
City Subway/Tram/Bus	27	25	-1.3
Bus between Cities	12	14	1.8
Railroad between Cities	6	13	7.6
Ferry/River Taxi/Srt Scenic Cruise	9	12	2.7
Cruise Ship/River Boat 1+ Nights	6	8	1.6
Rented Bicycle/Motorcycle/Moped	4	4	-0.1
Motor Home/Camper	0	0	0.2

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	97	96	-0.9
Advance Trip Decision Time (median days)	80	90	10.0
Prepaid Package	8	9	0.3
First International Trip to the U.S.	20	28	8.1
Length of Stay in U.S. (mean nights)	19.8	13.4	-6.4
Length of Stay in U.S. (median nights)	10	9	-1.0
Number of States Visited (% 1 state)	74	80	5.7
Average Number of States Visited	1.3	1.3	0.0
Hotel/Motel (% 1+ nights)	80	82	1.2
Average # of Nights in Hotel/Motel	8.9	9.5	0.6
Travel Party Size (mean # of persons)	1.7	1.8	0.1
Gender: % Male (among adults)	53	50	-2.8
Household Income (mean average)	\$81,110	\$89,519	\$8,409
Household Income (median average)	\$60,000	\$65,000	\$5,000
Average Age: Female (among adults)	39	35	-3.4
Average Age: Male (among adults)	42	40	-2.8

U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions(3)	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)	
No destinations meet the minimum sample requirement					

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- Only census region, state, and city destinations having a sample size of 400 or more are displayed.

 Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (**) Estimate not shown due to sample size fewer than 400 for this year.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit our website: http://travel.trade.gov/research/index.html

For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census regions.html

Interested in data for your destination? The NTTO sells custom reports. To learn more, go to: http://travel.trade.gov/research/programs/ifs/customized.html

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

Publication Date: June 2015

Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international traveler who visits the United States.

Sur	vey of International Air Travelo	ers: Table l	Number and Description
Table 1	Country of Residence	Table 20	Number of Destinations Visited
Table 2	Information Sources	Table 21	Transportation in the U.S.
Table 3	Advance Trip Decision	Table 22	Port of Entry
Table 4	Advance Airline Reservation	Table 23	Main Destination
Table 5	Means of Booking Air Trip	Table 24	U.S. Destinations Visited
Table 6	Advance Air Ticket Payment	Table 25	Leisure Activities
Table 7	Prepaid, Inclusive Tour Package	Table 26	Total Trip Expenditures
Table 8	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 9	Travel Insurance Purchased	Table 28	Trip Payment Methods - Average
Table 10	Travel Companions	Table 29	Payment Methods- Frequency
Table 11	Travel Party Size	Table 30	Payment Methods - Expen. Weighted
Table 12	Main Purpose of Trip	Table 31	Factors in Airline Choice
Table 13	Purpose(s) of Trip	Table 32	Main Factor in Airline Choice
Table 14	Type of Accommodation	Table 33	Seating Area
Table 15	Nights in the U.S.	Table 34	Type of Airline Ticket
Table 16	Total Nights Away From Home	Table 35	Gender and Age of Travelers
Table 17	First Trip to the U.S.	Table 36	Occupation
Table 18	U.S. Trips Last 12 months	Table 37	Annual Household Income
Table 19	Number of States Visited		



Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: http://travel.trade.gov/research/programs/ifs/index.html

For NTTO programs of interest visit:

http://travel.trade.gov/research/index.html

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts

U.S. Department of Commerce

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